

White 12 pack

Brown 12 pack

Brown 12 pack

VEGETARIAN FED
White 12 pack

2.99

2.99

2,080

2,920

10

200

2.32

2.63

2.99

2.89

USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/29 thru 04/04. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY														
			THIS	WEEK			PREVIO	JS WEEK	(PREVIOUS YEAR					
	Feature Rate	45.	9% of 23	3,200 stor	es	34	.2% of 2	3,200 sto	es	33.4% of 22,500 stores					
		X LARGE LARGE			GE	X LA	ARGE	LAR	GE	X LARGE		LARGE			
		Stores Avg		Stores	Avg	Stores	Avg	Stores Avg		Stores Avg		Stores Av			
₹	USDA GRADE AA														
E	White 12 pack	10	1.80	270	1.29	60	1.50	660	1.31			1,280	1.08		
	White 18 pack	60	2.29	560	2.00			890	2.13	50	2.55	430	2.09		
G U L A	Brown 12 pack			30	1.99										
	USDA GRADE A														
	White 12 pack	50	1.41	3,050	1.05	10	0.99	1,450	1.11			2,110	1.14		
•	White 18 pack	30	2.23	1,010	2.03			1,550	2.22			960	1.75		
•	Brown 12 pack														
	USDA ORGANIC														
S P	White 12 pack														
	Brown 12 pack			170	3.98	90	4.08	430	3.67	60	3.82	430	4.17		
	OMEGA-3														
E C I A	White 12 pack	180	2.49	590	2.41	90	2.26	1,880	2.43	250	2.48	2,030	2.31		
	Brown 12 pack			90	3.56										
	CAGE-FREE														

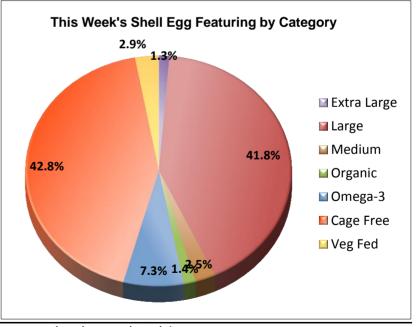
THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/								
5,070	4,620	4,830	Large Eggs on								
6,410	4,400	4,220	Mar-25-2013								
11,770	9,300	9,280	457.5								
8.6%	1.0%	6.0%	down 15.7%								
5/: 1,000's of 30-doz cases											
SHELL EGG and EGG PRODUCTS FEATURING											
	5,070 6,410 11,770 8.6%	5,070 4,620 6,410 4,400 11,770 9,300 8.6% 1.0% ses	5,070 4,620 4,830 6,410 4,400 4,220 11,770 9,300 9,280 8.6% 1.0% 6.0%								

The Easter holiday weekend is here and regular shell egg featuring is slightly higher than a week ago. Savy shoppers will not have to hunt for eggs as the number of retailers offering "no price" incentives is higher. The average price of Large white eggs, Grade A or better, continues moving lower as many grocers advertise eggs well below the \$1 mark. Eggs are offered in a variety of sizes and types including Jumbos. Grade A Large and cage-free are the most featured with a combined share of over 80% of ad space. Overall promotional activity on specialty shell eggs is significantly higher than a week ago. Interest in liquid egg products is lackluster.



250

2.50



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1.68

3.00

10

10

3.00

3.14

1.53

2.90

150

510

170

600

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

2.94

2.89

2.49

2.89

510

610

40

500

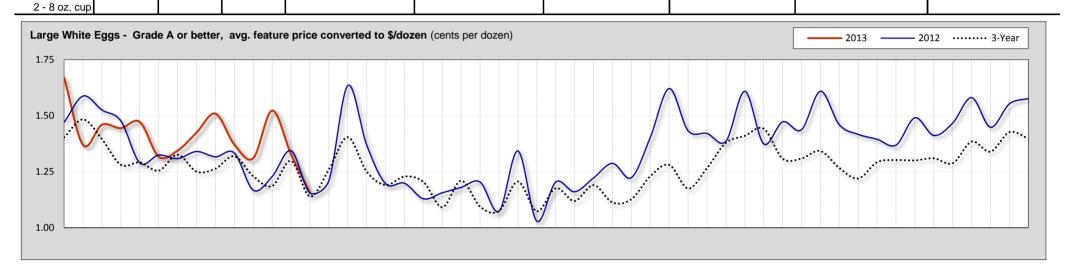
						EAST U.S.					AST U.S.		MIDWEST U.S.					
		ture Rate ^{1/} vity Index * /	,	42.7% of	4,600	NH,NJ,NY,PA,R sampled outlets	, , ,			44.6% of 6,100	C,SC,TN,VA,W\ sampled outlets 0 (includes Med	<u>, </u>	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 46.1% of 4,200 sampled outlets Activity Index = 2,510 (includes Medium)					
			Activity Index = 2,350 (includes Medium) EXTRA LARGE LARGE							LARGE	•	RGE	EXTRA LARGE LARGE					
CLASS			Price Range Stores Avg 3/						Price Range Stores Avg 3/		Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
White 12 pack		1 1100 1 talligo	0.0.00	7 tt g 0/	1 noo mange	0.0.00	7 trg 0/	- nee range	Cicros 7.11g cr	. noo rango		. nee range	Cicies 7tig ci	1.00 - 1.25	10	1.12		
USDA GRADE		White 18 pack																
	AA	Brown 12 pack													1.99	30	1.99	
		MEDIUM		White 12	2 pack					White 12 pack				White 12 pack				
		White 12 pack	4.00	4.0	4.00	0.99 - 1.50	390	1.10	1.50	20 1.50	0.98 - 1.50	690 1.06	1.19 - 1.29	20 1.24	0.49 - 1.99	1,120	1.01	
	SDA	White 18 pack	1.69	10	1.69	1.88 - 2.19	300	1.90			1.99 - 2.50	170 2.02			1.49 - 1.99	70	1.73	
GRADE A		Brown 12 pack		White 12	2 nack	0.88 - 1.48	30	0.97		White 12 pack	0.79 - 1.50	130 1.05		White 12 pack	0.99	10	0.99	
	,	MEDIUM		White 30	•		30	0.57		White 30 pack	2.77	10 2.77		White 30 pack	0.55	10	0.55	
	USDA	ORGANIC			•					·								
		White 12 pack																
S P		Brown 12 pack													3.77	10	3.77	
E	OME																	
C		White 12 pack	2.50 - 2.59	140	2.58	2.49 - 2.69	300	2.58			0.00	00 000			1.99 - 2.50	210	2.16	
1	Brown 12 pack CAGE-FREE					3.49	60	3.49			3.69	30 3.69						
Α	CAGI	White 12 pack	2.99	40	2.99	3.49	10	3.49			2.50 - 3.00	480 2.56			1.99 - 2.50	520	1.69	
니		Brown 12 pack	2.00	10	2.00	2.99 - 3.49	740				2.50 - 3.00	430 2.51			1.99 - 2.50	510	2.37	
V	VEGE	TARIAN FED																
•		White 12 pack																
		Brown 12 pack	2.99	130	2.99		200	2.89										
			SOUTH CENTRAL U.S								/EST U.S.		NORTHWEST U.S.					
		- 1/	(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							, .	II, NV)		(AK,ID,MT,OR,WA,WY)					
		ture Rate ^{1/} vity Index ^{2/}			,	sampled outlets					sampled outlets		49.9% of 1,200 sampled outlets					
		White 12 pack	ACTIV	ity index	(= 2,6	70 (includes Med 0.95 - 1.50		1.19	1.80	10 1.80	0 (includes Med 0.99 - 1.20	50 1.16	Activity Index = 820 (includes Medium) 0.78 - 1.89 120 1.4					
	SDA	White 18 pack	2.29	60	2.29	1.79 - 2.00		1.84	1.60	10 1.00	1.79 - 2.50	340 2.05			1.58 - 3.79	110	1.43 2.01	
	RADE	Brown 12 pack	2.20	00	2.20	1.70 2.00	110	1.04			1.70 2.00	040 2.00			1.00 0.70	110	2.01	
	AA	MEDIUM		White 12	2 pack					White 12 pack	0.88	30 0.88		White 12 pack				
		White 12 pack			•	0.97 - 1.68	490	1.09	1.56	10 1.56	0.99 - 1.56	290 1.03			0.99	70	0.99	
	SDA	White 18 pack				1.88 - 2.47	450	2.13	2.50	20 2.50	2.49 - 3.49	20 2.81						
GF	RADE	Brown 12 pack																
	Α	MEDIUM		White 12 White 30		1.25 1.98	20 10	1.25 1.98		White 12 pack	0.89 - 1.44	40 1.07		White 12 pack White 30 pack	2.00	40	3.00	
	IISD/	ORGANIC		write 30	о раск	1.96	10	1.96		White 30 pack				white 30 pack	3.00	10	3.00	
	OOD	White 12 pack																
S P		Brown 12 pack				3.99	80	3.99			3.99	70 3.99			3.99	10	3.99	
P	OME																	
E		White 12 pack	1.98 - 2.50	40	2.18	2.29 - 2.50	80	2.40										
ı		Brown 12 pack																
A	CAGI	E-FREE										000			4.0-	a = =		
L		White 12 pack				2.50		2.50			2.50 2.50 - 2.99	290 2.50			1.67 - 2.99	260	2.52	
Т	VEGE	Brown 12 pack TARIAN FED				2.50 - 3.39	720	2.55			2.50 - 2.99	290 2.52			2.49 - 2.99	230	2.52	
Y	V LGE	White 12 pack													2.99	10	2.99	
	Brown 12 pack														2.00	10	2.00	
		1				1												

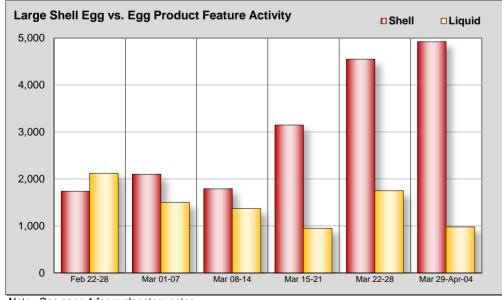
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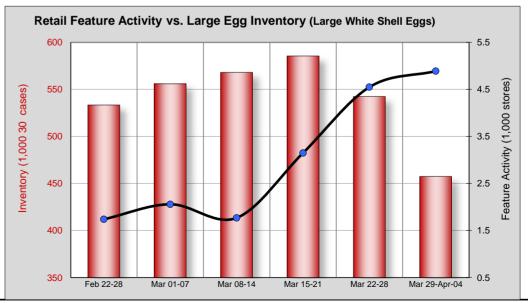
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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/29 thru 04/04. (prices in dollars per carton)

		LAST	LAST		COUTHEAST		MIDWEST		SOUTH CENTRAL		COUTHWEST		NORTHWEST	
		YEAR	NORTH	ILASI	SOUTHEAST		MIDVVEST		300TH CENTRAL		SOUTHWEST		NORTHWEST	
3.8%	6.8%	6.1%	10.8% of 4,600 sampled		4.4% of 6,100 sampled		1.7% of 4,200 sampled		1.3% of 4,200 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled	
x 980 1,750 1,860 Activity Index = 540		dex = 540	Activity Index = 280		Activity Index = 100		Activity Index = 60		Activity Index = 0		Activity Index = 0			
Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
850 2.31	760 2.50	1,010 2.68	1.99 - 2.99	440 2.44	2.00 - 2.69	280 2.18	1.98 - 2.50	90 2.19	1.99 - 2.79	40 2.15				
110 5.68	880 4.21	350 5.08	5.99	90 5.99					3.99 - 4.69	20 4.27				
20 2.25	110 2.50	500 2.21	2.49	10 2.49			2.00	10 2.00						
	WEEK 3.8% 980 Stores Avg 3/ 850 2.31 110 5.68	WEEK WEEK 3.8% 6.8% 980 1,750 Stores Avg ^{3/} Stores Avg 3/ 850 2.31 760 2.50 110 5.68 880 4.21	WEEK WEEK YEAR 3.8% 6.8% 6.1% 980 1,750 1,860 Stores Avg 3/ Stores Avg 3/ Stores Avg 3/ 850 2.31 760 2.50 1,010 2.68 110 5.68 880 4.21 350 5.08	WEEK WEEK YEAR NORTH 3.8% 6.8% 6.1% 10.8% of 4,6 980 1,750 1,860 Activity In Stores Avg 3/ Stores Avg 3/ Stores Avg 3/ Price Range 850 2.31 760 2.50 1,010 2.68 1.99 - 2.99 110 5.68 880 4.21 350 5.08 5.99	WEEK WEEK YEAR NORTHEAST 3.8% 6.8% 6.1% 10.8% of 4,600 sampled 980 1,750 1,860 Activity Index = 540 Stores Avg 3/ Stores Avg 3/ Price Range Stores Avg 3/ 850 2.31 760 2.50 1,010 2.68 1.99 - 2.99 440 2.44 110 5.68 880 4.21 350 5.08 5.99 90 5.99	WEEK WEEK YEAR NORTHEAST SOUTH 3.8% 6.8% 6.1% 10.8% of 4,600 sampled 4.4% of 6,10 980 1,750 1,860 Activity Index = 540 Activity Index = 540	WEEK WEEK YEAR NORTHEAST SOUTHEAST 3.8% 6.8% 6.1% 10.8% of 4,600 sampled 4.4% of 6,100 sampled 980 1,750 1,860 Activity Index = 540 Activity Index = 280 Stores Avg 3/ Stores Avg 3/ Price Range Stores Avg 3/ Price Range Stores Avg 3/ 850 2.31 760 2.50 1,010 2.68 1.99 - 2.99 440 2.44 2.00 - 2.69 280 2.18 110 5.68 880 4.21 350 5.08 5.99 90 5.99	WEEK WEEK YEAR NORTHEAST SOUTHEAST MIDW 3.8% 6.8% 6.1% 10.8% of 4,600 sampled 4.4% of 6,100 sampled 1.7% of 4,20 980 1,750 1,860 Activity Index = 540 Activity Index = 280 Activ	WEEK WEEK YEAR NORTHEAST SOUTHEAST MIDWEST 3.8% 6.8% 6.1% 10.8% of 4,600 sampled 4.4% of 6,100 sampled 1.7% of 4,200 sampled 980 1,750 1,860 Activity Index = 540 Activity Index = 280 Activity Index = 100 Stores Avg 3/ Stores Avg 3/ Stores Avg 3/ Price Range Stores Avg 3/ Price Range Stores Avg 3/ 850 2.31 760 2.50 1,010 2.68 1.99 - 2.99 440 2.44 2.00 - 2.69 280 2.18 1.98 - 2.50 90 2.19 110 5.68 880 4.21 350 5.08 5.99 90 5.99	WEEK WEEK YEAR NORTHEAST SOUTHEAST MIDWEST SOUTH C 3.8% 6.8% 6.1% 10.8% of 4,600 sampled 4.4% of 6,100 sampled 1.7% of 4,200 sampled 1.3% of 4,200 sampled Activity Index = 280 Activity Index = 100 Activity Index = 100 Activity Index = 100 Activity Index = 280 Activity	WEEK WEEK YEAR NORTHEAST SOUTHEAST MIDWEST SOUTH CENTRAL 3.8% 6.8% 6.1% 10.8% of 4,600 sampled 4.4% of 6,100 sampled 1.7% of 4,200 sampled 1.3% of 4,200 sampled 1.3% of 4,200 sampled 1.3% of 4,200 sampled Activity Index = 60 Activity Index = 100 Activity Index = 60 Activity Index = 60 Activity Index = 60 Activity Index = 100 Activity Index = 60 Activity	WEEK YEAR NORTHEAST SOUTHEAST MIDWEST SOUTH CENTRAL SOUTH 3.8% 6.8% 6.1% 10.8% of 4,600 sampled 4.4% of 6,100 sampled 1.7% of 4,200 sampled 1.3% of 4,200 sampled 0.0% of 2,90 980 1,750 1,860 Activity Index = 540 Activity Index = 280 Activity Index = 100 Activity Index = 60 Activity Index = 60 Activity Index = 280 Activity Index = 280 Activity Index = 100 Activity Index = 60 Activity Index = 60 Activity Index = 60 Activity Index = 280 Activity Index = 100 Activity Index = 60 Activity Index = 60 Activity Index = 280 Activity Inde	WEEK YEAR NORTHEAST SOUTHEAST MIDWEST SOUTH CENTRAL SOUTHWEST 3.8% 6.8% 6.1% 10.8% of 4,600 sampled 4.4% of 6,100 sampled 1.7% of 4,200 sampled 1.3% of 4,200 sampled 0.0% of 2,900 sampled 980 1,750 1,860 Activity Index = 540 Activity Index = 280 Activity Index = 100 Activity Index = 60 Activity Index = 0 Stores Avg 3/ Stores Avg 3/ Stores Avg 3/ Price Range Stores Avg 3/ Price Range Stores Avg 3/ Price Range Stores Avg 3/ 850 2.31 760 2.50 1,010 2.68 1.99 - 2.99 440 2.44 2.00 - 2.69 280 2.18 1.98 - 2.50 90 2.19 1.99 - 2.79 40 2.15 110 5.68 880 4.21 350 5.09 90 5.99 20 2.18 1.98 - 2.50 90 2.19 1.99 - 2.79 40 2.15	WEEK YEAR NORTHEAST SOUTHEAST MIDWEST SOUTH CENTRAL SOUTHWEST NORTH 3.8% 6.8% 6.1% 10.8% of 4,600 sampled 4.4% of 6,100 sampled 1.7% of 4,200 sampled 1.3% of 4,200 sampled 0.0% of 2,900 sampled 0.0% of 1,200 sampled 980 1,750 1,860 Activity Index = 540 Activity Index = 280 Activity Index = 100 Activity Index = 60 Activity Index = 0 A







Note: See page 1 for explanatory notes.